

SEIZING OPPORTUNITIES IN TAKEOUT PACKAGING

Takeout and delivery are booming. While many restaurants already offer takeout, an increase in demand has driven up costs for business owners who must invest in more supplies to keep pace...

Furthermore, some sustainability initiatives were put on pause in 2020 due to the COVID-19 pandemic as the need for sanitary, disposable containers led to an uptick in single-use plastics. The change in attitude toward plastic use was especially apparent in the restaurant space, as businesses competed for limited resources.

Disposable packaging creates sustainability challenges for business owners trying to reduce their carbon footprint. Now, it is also an increasingly expensive line item on their weekly budgets. As restaurant owners work hard to stay afloat, they also have to balance their concerns about cost and the environment with consumer demand for more sustainable — and affordable — choices when ordering out.

It is with these thoughts in mind that Foodservice IP (FSIP) plans to develop a comprehensive study on foodservice disposables. Our shared-cost research approach allows us to maximize coverage of common interest topics and to confidentially report on areas of proprietary interest to individual sponsors.

COVERAGE & SCOPE

- Operator and consumer viewpoints on disposable packaging
- Key trends, issues and applications driving/inhibiting usage of various disposable packaging categories
- Insights on the distribution environment
- Prioritization of opportunities
- Assessment of significant business trends/change drivers along with a prioritization of opportunities and a determination of conditions for future success for participating manufacturers
- Categories included may be expanded based on client participation. Materials — such as foam, paper, aluminum, etc. — and functionality (hinged v. non-hinged food containers) will be expanded upon in the survey.

APPROACH

- **Engagement Initiation and Pre-work Phase**—We'll meet privately with each sponsor to discuss program objectives and proprietary research needs. FSIP will obtain a "wish list" of questions to incorporate into the survey instruments. Each sponsor will be able to sign off on the final questionnaire with their custom, confidential questions.
- **Consumer & Operator Research**—FSIP will quantify foodservice attitudes and usage of disposable products with both consumers and foodservice operators. The purpose of these interviews is to understand category issues, preferences and plans with regard to disposable packaging. We propose the following operator sample composition: **30 limited service restaurants, 50 full-service restaurants, 30 supermarkets, 30 recreation facilities, 30 convenience stores, 30 lodging facilities, and 30 non-commercial segments (B&I, Education and Healthcare).** In addition, FSIP will conduct a series of in-depth, qualitative one-on-one interviews with **important links in the distribution channel.** Broadline distributors, paper specialists, warehouse clubs, and re-distributors will be targeted. The purpose of these interviews is to obtain a detailed understanding of the disposable packaging categories as they relate to the distribution channel.

NEXT STEPS

To sponsor the **Seizing Opportunities in Takeout Packaging** study, please complete the acceptance form on the following page or contact:

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FSIP DELIVERS

We offer deeper strategic insights at a price that beats the competition. Our study sponsors receive:



Operator and consumer reporting and analysis of the packaging landscape and its future outlook



Detailed perspectives around key players and in the takeout packaging space



Trends and dynamics impacting the market and individual segments + opportunity analysis to aid in profitable expansion and participation in takeout packaging



Go-to-market supplier activity + implications for takeout packaging participation



Review of specific opportunities and threats within sponsor product categories



Truly strategic guidance around foodservice initiatives

SPONSOR AGREEMENT

Seizing Opportunities in Takeout Packaging

YES, I'd like to sponsor the study for \$13,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan, and email this form to your FSIP representative:

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Thank you for your business!